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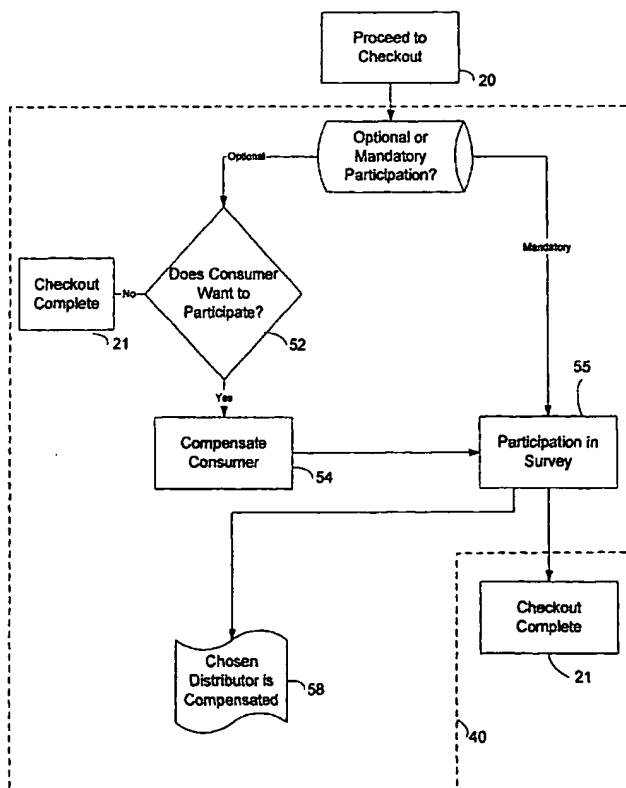
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR MAINTAINING DISTRIBUTOR LOYALTY



(57) Abstract: A system, method, and computer software product for use by a manufacturer to offset a loss of one or more of the manufacturer's distributors caused by a displacing a distributor's sale when the manufacturer operates an e-commerce enabled web site that sells products directly to consumers. The distributor is compensated in response to be identified by the consumer as where the consumer would have bought the product if the product was not directly available from the manufacturer. The user's participation in selecting a distributor can be optional or mandatory. If optional, the user may be compensated for participating. The list of distributors presented to the user is based on equitable selection method so that one distributor is not favored over the others.